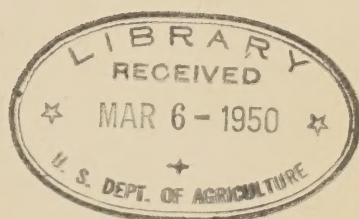


# DAIRY MARKETING

References and Procedures  
for Keeping Economic and  
Statistical Information  
Up to Date.



U. S. DEPARTMENT OF AGRICULTURE  
U. S. Extension Service - Division of  
Agricultural Economics.  
December 1950

## FOREWORD

The aim of this handbook is to assemble in considerable detail materials which will be helpful to State extension economists in dairy marketing as well as others. Special attention has been given to sources of information, filing systems, and a procedure for keeping economic and dairy statistics up to date. Extension economists interested in revising their filing system or current information file will find this handbook helpful. It is suggested that only those parts of interest to a particular State be used. Few States will have need for as detailed a filing system or current economic information series as is included here. Local sources of additional information can easily be added.

Significant contributions to this publication were made by workers in dairy marketing at the agricultural colleges and by State and Federal workers engaged in (1) market news service; (2) administering marketing regulations, standards, price support programs and the like; and (3) preparation of periodic reports relating to dairy marketing. Recognition is also given to the cooperation received from economists with district Federal Reserve Banks, dairy associations, farmer cooperatives, and other farm organizations. It is expected that sources of information exist which were not located during the time spent in preparing the handbook.

We hope this handbook will be helpful in the dairy marketing extension programs in the different States. Suggestions as to how it can be made more useful will be welcomed.

H. M. Dixon, Chief  
Division of Agricultural Economics  
Extension Service

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# OFFICE REFERENCES, FILING SYSTEM, AND PROCEDURES

## FOR EXTENSION

### KEEPING ECONOMIC AND DAIRY STATISTICS UP TO DATE 1/

To receive information on the latest developments in the field of extension work, it is suggested that you keep up-to-date by reading the following publications:

*Marketing and Marketing Services* - U.S. Department of Agriculture, Washington 25, D.C.

#### OFFICE REFERENCES

A few items which an extension specialist in dairy marketing may wish to have in his office or the college library so that he may refer to them as the need arises, relate to the following:

- (1) Directories, (2) current economic reports, (3) bibliographies relating to the dairy industry, (4) visual aids and exhibits, (5) discussion techniques, (6) writing aids, (7) the crop and livestock estimating service, (8) mailing lists, (9) textbooks, (10) trade organizations, (11) publications of milk producer organizations, (12) publications of dairy industry organizations, and (13) trade journals.

Some examples of useful office material which are available are:  
1. *Official Year Book* of the U.S. Dept. of Agriculture.  
2. *Yearbook of Agriculture*.  
3. *Yearbook of Milk Production*.

Information can be obtained from the following sources:  
1. *Statistical Abstract of the United States*.  
2. *U.S. Department of Agriculture Circulars*.

Books dealing with all aspects of marketing can be obtained from:  
1. *U.S. Department of Agriculture Circulars*.

Periodicals dealing with agricultural statistics can be obtained from:  
1. *Journal of Agricultural Economics*.

1/ Prepared by Elmer N. Searls, on leave from the Department of Agricultural Economics, Cornell University, Ithaca, N.Y. in cooperation with the Division of Agricultural Economics, Extension Service, U.S. Department of Agriculture, Washington 25, D.C.

## DIRECTORIES

The extension economist frequently needs the names and addresses of organizations concerned with his work. He will find it helpful to keep in his office or his library copies of directories to which he may make quick reference.

Several directories are printed each year and others less regularly. The following is a list of directories and their sources:

Annual Directory Issue of Better Farming Methods. Watt Publishing Co., Mount Morris, Ill.

County Agents Directory. Agricultural Leaders Digest, 139 North Black Street, Chicago 2, Ill.

Dairy Industries Catalog of Equipment, Supplies and Services Used by Dairy Products Manufacturers. Contains a directory of products used by the dairy industries; the manufacturers of these products; an alphabetical list of trade names; statistics on dairy products manufacture; lists of dairy supply and equipment jobbers; manufacturers' representatives; dairy schools and experiment stations and their staffs; State food, drug, and health officials; associations; and other helpful information. Published annually by the Olsen Publishing Co., 1445 North Fifth Street, Milwaukee 12, Wis.

D. I. S. A. Dairy Industrial Market Guide. A reference volume compiled for the use of D.I.S.A. houses only and strictly as a service to them, and is not purchasable. Lists dairy industrial enterprises of the United States and its possessions, Canada, and Latin America. Published annually by the Dairy Industries Supply Association, Inc., 1426 G Street, NW, Washington 5, D. C.

Directory of Organization and Field Activities of the Department of Agriculture, 1947. Misc. Pub. No. 640, Office of Information, U.S. Dept. of Agriculture, Washington 25, D. C.

Directory of Refrigerated Warehouses in the United States. June 1947. Market Facilities Branch, Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

Directory of Milk Bargaining Cooperatives in the United States. October 1949. Dairy Section, Cooperative Research and Service Division, Farm Credit Admin., U.S. Dept. of Agriculture.

Directory of State Department of Agriculture. September 1949, and Supplement, February 1950. State Marketing Service Staff, Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

Federal Milk Market Administrators. Dairy Branch, Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D.C.

Federal Statistical Directory. 12th Edition, 188 pp., May 1949. Div. of Statistical Standards, Bureau of the Budget.

Market News Offices (Location, Commodities, Officials in Charge). Mimeo., 10 pp., March 1950. Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

National Associations of the United States. 600 pp. Supt. of Documents, Washington 25, D.C.

RMA Committee Directory. Annual. 45 pp., April 1950. Agr. Research Admin., U.S. Dept. of Agriculture, Washington 25, D.C.

State and Regional Representatives of American Dairy Association. March 1950 issue of DPMA News, page 10. Dairy Products Marketing Assoc., Inc., 110 North Franklin Street, Chicago 6, Ill.

Thomas Wholesale Grocery and Kindred Trades Register. Annual. Lists wholesalers in the butter, cream, cheese, ice cream, milk, and other dairy products industries; wholesale grocers; chain store buying headquarters; manufacturers, packers, producers, and distributors of dairy products; and manufacturers of machinery, equipment, and supplies required by dairy product manufacturers. Thomas Publishing Co., 461 Eighth Avenue, New York 1, N.Y.

Who's Who in the Butter, Cheese, and Milk Industries. Annual. Lists over 30,000 producers, shippers, and distributors of butter, cheese, ice cream, and milk products, and other trade interests. Also includes trade organizations, State agencies, butter brand index, wholesale distributors, jobbers and brokers, cold storage warehouses, supplies and equipment "where-to-buy-it" section, general information on Federal agencies, national and section associations, consolidated and chain creamery and dairy organizations, production comparison and State ranking. Educational or regulatory agencies, businesses, etc., are also listed by States. Urner-Barry Co., 92 Warren Street, New York 7, N.Y.

Workers in Subjects Pertaining to Agriculture in Land-Grant Colleges and Experiment Stations, 1948-49. Annual. Misc. Pub. 677, April 1950. Office of Experiment Stations, Agr. Research Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

CURRENT ECONOMIC PUBLICATIONS

The current economic reports relating to dairy marketing may be divided into two parts: (1) Lists of regular periodic reports and (2) announcements of current reports. The publications relating to each section are shown in the following:

1. Lists of Regular Periodic Reports

Activities and Publications of the Office of Domestic Commerce,  
Office of Domestic Commerce, U.S. Dept. of Commerce,  
Washington 25, D.C.

Agricultural Economic and Statistical Publications. July 1949.  
Bur. of Agr. Econ., U.S. Dept. of Agriculture, Washington 25, D.C.

Calendar of Crop, Livestock and Livestock Products Reports Release  
Dates. Bur. of Agr. Econ., U.S. Dept. of Agriculture, Catalog of  
U.S. Foreign Trade Statistical Publications, Bureau of the Census,  
U.S. Dept. of Commerce, Washington 25, D.C.

Census Publications Catalog and Subject Guide. Annual. Bureau of  
Census, U.S. Dept. of Commerce, Washington 25, D.C.

Government Statistics for Business Use. By Philip N. Hauser and  
William R. Leonard. John Wiley & Sons, Inc., 440 Fourth Avenue,  
New York 16, N.Y.

Guide to Periodic Publications of the Bureau of Labor Statistics.  
Bur. of Labor Statistics, U.S. Dept. of Labor, North Central  
Regional Office, 226 West Jackson Boulevard, Chicago 6, Ill. 6 p.

List of Publications. Issued by most State Departments of Agriculture  
and Markets.

List of Publications of the Commodity Exchange Authority. Commodity  
Exchange Authority, U.S. Dept. of Agriculture, Washington 25, D.C.

Periodic Market Reports of the Production and Marketing Administration.  
Multilithed, 31 pp., March 1950. Prod. and Mktg. Admin., U.S. Dept.  
of Agriculture, Washington 25, D.C.

Publications on Agricultural Cooperation. Cir. No. A-23, revised  
March 1948. Farm Credit Adminis., U.S. Dept. of Agriculture,  
Washington 25, D.C.

Publications of the Bureau of Labor Statistics. Bureau of Labor  
Statistics, U.S. Dept. of Labor, Washington 25, D.C.

Published Information on Agriculture in Foreign Countries, January  
1937 - December 1948. Mimeo., 80 pp., January 1949. Office of  
Foreign Agr. Relations, U.S. Dept. of Agriculture, Washington  
25, D. C.

Sources of Business Information. By Edwin T. Coman. Prentice-Hall, Inc., 70 Fifth Avenue, New York 11, N.Y.

2. Announcements of Current Reports

Agricultural Economics Research (back pages). Quarterly. Began January 1949. Bureau of Agricultural Economics, U.S. Dept. of Agriculture, Washington 25, D. C.

Announcement of New Publications of Farm Credit Administration. Farm Credit Admin., U.S. Dept. of Agriculture, Washington 25, D.C.

Check List of B.A.E. Publications. Monthly. Bur. of Agr. Econ., U.S. Dept. of Agriculture, Washington 25, D.C.

The Daily Summary. Press Service, U.S. Dept. of Agriculture, Washington 25, D. C.

Lists of Publications. Monthly. Bureau of Census, U.S. Dept. of Commerce, Washington 25, D. C.

Marketing Activities (back pages). Monthly. Production and Marketing Administration, U.S. Dept. of Agriculture, Washington 25, D.C.

Monthly List of Publications and Motion Pictures. Office of Information, U.S. Dept. of Agriculture, Washington 25, D. C.

Reprint from Bibliography. Library. U. S. Dept. of Agriculture, Washington 25, D.C.

Weekly Summary. Press Service. U. S. Dept. of Agriculture, Washington 25, D. C.

BIBLIOGRAPHIES RELATING TO THE DAIRY INDUSTRY

In addition to having information about available current economic reports, references to past publications are often helpful. A few of these bibliographies are:

Bibliography of Agriculture. Monthly. Library, U.S. Dept. of Agriculture, Washington 25, D.C.

List of Publications, May 1950. 4 pp. Bureau of Dairy Industry, U.S. Dept. of Agriculture, Washington 25, D.C.

Bibliography on Extension Research. By Lucinda Crile. Library List No. 48. 19 pp. July 1949. Library, U.S. Dept. of Agriculture, Washington 25, D.C.

Bibliography No. 97 - The Dairy Industry in the United States, 1940-1941. (Selected references on the economic aspects of the industry.) By Nellie G. Larson. 133 pp., plus 7 pages of lists of other bibliographies, February 1942. Bur. of Agr. Econ., U.S. Dept. of Agriculture, Washington 25, D.C.

Health Educational Materials. (List of available general reference and teaching booklets and charts for all grades up to adults along with visual aid materials.) National Dairy Council, 111 North Canal Street, Chicago 6, Ill.

History of Research Dealing with Problems Confronting the Dairy Industry Which Have Been Conducted by the Agricultural Experiment Stations, 1881-1947. (Bibliography of the research and general index of publications resulting from the research.) 219 pp. January 1949. Mimeo. Dept. of Rural Economics, Ohio State University, Columbus, Ohio. By Albert R. Conley.

Index of News for Farmer Cooperatives. Farm Credit Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

Land Grant College Publications and Current Projects Dealing With Farmer Cooperatives. Revised October 1949. By J. K. Stern. American Institute of Cooperation, 205 Horticulture Building, State College, Pa.

List of Available Publications of the U.S. Department of Agriculture. Misc. Pub. No. 60, 187 pp., revised November 1948, Office of Information, U.S. Dept. of Agriculture, Washington 25, D.C.

Marketing of Dairy Products, 1936-1940. (A list of references.) Multilith, Library List No. 43, 75 pp., June 1948. By Donald W. Gooch, Robert M. Harmon, and Oliver M. Shipley. Library, U.S. Dept. of Agriculture, Washington 25, D.C.

Small Business Index to Selected Publications. Office of Small Business, U.S. Dept. of Commerce, Washington 25, D.C.

Summary of Cases Relating to Farmers' Cooperative Associations.  
Summary No. 44, December 1949. Prepared by Lyman S. Hulbert,  
Attorney, Office of the Solicitor, Washington, D. C. for the  
Cooperative Research and Service Div., Farm Credit Admin.,  
U.S. Dept. of Agriculture, Washington 25, D.C.

Summaries of Fluid Milk Marketing Orders. Dairy Branch, Prod.  
and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25,  
D. C.

This list may be supplemented with lists of available publications  
from the State agricultural experiment stations.

## VISUAL AIDS AND EXHIBITS

Every State extension worker has need for new ideas and suggestions in doing a more effective teaching job. One important medium in getting farmers and others to understand the lesson being taught is the use of films, charts, slides, and exhibits. A few sources of visual aids are:

America's Favorite. National Dairy Council, 111 North Canal St., Chicago 6, Ill.

Films. Most State colleges of agriculture and home economics.

Films Available from Individual Cooperatives or other Sources.

4 pp., September 1949. American Institute of Cooperation, Washington, D. C.

Film Library Catalog. Film libraries of some State departments of commerce

Educational Exhibits - How to Prepare and Use Them. Misc. Pub. 634, 41 pp., January 1948. Extension Service, U.S. Dept. of Agriculture, Washington 25, D.C.

Graphic Extensioner - How to Plan and Make an Exhibit. No. 5, 15 pp., April 1949. Visual Aids Service, N.Y. State College of Agriculture, Ithaca, N.Y.

Film, "John Martin & Son." American Dairy Assoc., Chicago, Ill.

Film, "Milk for Goodness Sake." Maryland and Virginia Producers' Assoc., Washington, D. C.

Film, "Milk Marketing Under Federal Order." 1949. Dairy Branch, Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

Motion Pictures of the U.S.D.A., 1949. Misc. Pub. No. 673, 53 pp. Office of Information, U.S. Dept. of Agriculture, Washington 25, D. C.

New York Central Films. New York Central System, 466 Lexington Avenue, New York 17, N.Y.

Say it With Movies. (Leaflet describing six films relating to milk), National Dairy Council, 111 North Canal Street, Chicago 6, Ill.

Selected Motion Pictures, 1949-1950. 45 pp. Association Films, Inc. (Formerly Y.M.C.A. Motion Picture Bureau), New York, Chicago, San Francisco, Dallas.

Slide Films of the U.S.D.A. Misc. Pub. No. 655, 22 pp., November 1948. Extension Service, U.S. Dept. of Agriculture, Washington 25, D. C.

Sound Motion Pictures (16mm). Available from Farm Film Foundation,  
1731 I Street NW., Washington 6, D. C.

What Research Shows About Visual Aids. 54 pp., June 1949.  
Extension Service, U.S. Dept. of Agriculture, Washington 25, D.C.

Visual Aids. Published monthly in Better Farming Methods, Watt  
Publishing Co., Mount Morris, Ill.

The following films are available from the Educational Director, Dairy  
Council of St. Louis, 4030 Chouteau Avenue, St. Louis 10, Mo., at the  
prices listed:

Milk as You Like It . . . . .	\$ 100.00
Miss Bossy Goes to Town . . . . .	100.00
Making Ends Meet . . . . .	100.00
Behind the Smile . . . . .	100.00
Two Little Rats and How They Grew . . . . .	100.00
Report to the People . . . . .	110.00
The Cooperative and the Community . . . . .	125.00
Posture and Personality . . . . .	100.00

Some dairy councils have purchased these films and certain State  
extension economists may be able to borrow them through local councils.

## DISCUSSION TECHNIQUES

Considerable research has been done on getting groups of people to participate more actively in meetings and in developing techniques that help the discussion leader to do a better job. Workshops on discussion methods have been held. Literature on this topic includes the following:

**Discussion Leader's Guide.** (Containing materials used at the discussion Methods Workshops sponsored by the New York State Rural Youth Conference, February 1950.) 16 pp. Available at 20 cents a copy from Margaret Bull, Secretary, New York State Rural Youth Conference, Homer, N.Y.

**Getting Total Participation.** A bulletin by J. Donald Phillips, Adult Education Extension Service, Michigan State College, East Lansing, Mich.

Other mimeographed material by Mr. Phillips:

1. A Moderator's Brief Outline for Discussion 66.
2. Factors Preventing Discussion.
3. Are You Ready for the Meeting?
4. A Formula for Total Participation.

**Meetings - Guide Source Book.** 32 pp., issued October 1, 1945 and 36 pp. March 1946. U.S. Government Printing Office, Washington 25, D. C.

**Talks, A Guide to More Effective Speaking.** Admin. Series No. 8, 11 pp., June 1950. Office of Personnel, U.S. Dept. of Agriculture, Washington 25, D.C.

**Telephone Manners.** 1941. Office of Personnel, Div. of Training, U.S. Dept. of Agriculture, Washington 25, D. C.

## WRITING AIDS

The competition for the attention of the people the extension worker tries to reach is keen. Improvements in the way letters are written and speeches prepared, and so on, may result in reaching more people. A list of writing aid references follows:

Aids to Writers and Editors. (A selected list of books on the preparation of manuscripts and the mechanics of writing for use in the Bur. of Agr. Econ.) Bibliograph No. 6, 8 pp., June 1929. Bur. of Agr. Econ., U.S. Dept. of Agriculture, Washington 25, D. C.

Introduction to Research in American History. By Homer Carey Hockett, 1935. Macmillan Co., New York, N.Y.

Let's Prepare a Publication. Cornell Bul. 753, 83 pp., January 1949. By Nell B. Leonard, N.Y. State Agr. College, Ithaca, N.Y.

A Manual for Writers of Dissertations. 61 pp., April 1937. By Kate L. Turabian, Univ. of Chicago Bookstore, Chicago, Ill.

The Preparation of Statistical Tables, A Handbook. Revised April 1949. Bur. Agr. Econ., U.S. Dept. of Agriculture, Washington 25, D. C.

To Government Writers: How Does Your Writing Read? Personnel Management Advisory Service, U. S. Civil Service Commission, Washington 25, D. C.

## THE CROP AND LIVESTOCK ESTIMATING SERVICES

Questions sometimes arise as to how the statistics which a dairy marketing extension specialist uses are obtained or computed. Two references relating to this matter are:

The Agricultural Estimating and Reporting Services of the U.S. Department of Agriculture. Misc. Pub. No. 703. 266 pp., December 1949, U.S. Dept. of Agriculture, Washington 25, D. C.

Market News Services of the U.S. Department of Agriculture, 1950. 28 pp. (Reprint from Misc. Pub. No. 703.) The Agricultural Estimating and Reporting Services of the U.S.D.A., Prod. and Mktg. Admin., U.S. Dept. of Agriculture, Washington 25, D. C.

MAILING LISTS

In several States, the dairy marketing extension specialist prepares one or more monthly reports, which are mailed to dairy leaders. Since these reports are usually franked, it is necessary to circularize the mailing list once each year to get corrections and to find out who wishes to be kept on the list.

Two of the problems involved in connection with a mailing list are: (1) the system of keeping it up to date and always knowing who is on the list and (2) the procedure to follow and forms to use in circularizing the mailing list.

Most institutions have a separate office which handles the addressograph plates for such mailing lists. So that the Extension specialist may know who is on the mailing list, it is suggested that the person in charge of the addressograph plates run two sets of 3- by 5-inch index cards with each name on it. The extension specialist can then keep one set of index cards in alphabetical order and proceed to keep them up to date. The second set may be used to indicate the kind of work each person is engaged in and filed according to occupation.

One State extension specialist circularizes his mailing list with the use of a 3 by 5 card. On the address side of the card, the name of the person as it appears on the addressograph plate is placed in the upper left corner, and the card is addressed to the extension specialist to whom it is to be returned. OF COURSE THE PERSONS CIRCULARIZED MUST PAY POSTAGE ON THE RETURN OF ALL SUCH LETTERS OR CARDS.

A sample copy of two sides of the 3 by 5 card used in keeping a mailing list up to date is shown below. A sample copy of a letter form appears on the next page.

Mr. John Farmer Rt. 4 Decatur, Ill.	12-46	Place 1-Cent stamp here
---	-------	----------------------------------

Mr. L. H. Simerl  
305 Mumford Hall  
Urbana, Illinois

(address side)

IT'S THE LAW!  
Our UNCLE SAME says

That we must revise the mailing list for the  
ILLINOIS FARMERS' OUTLOOK LETTER  
(attached "Yellow Sheet")

DO YOU want YOUR NAME kept on the list? If you do,  
please place a one-cent stamp on this card and return  
it at once. L. H. Simerl.

New York State Colleges  
of Agriculture and  
Home Economics, U.S. Dept.  
of Agr. Cooperating

COOPERATIVE EXTENSION  
WORK IN AGRICULTURE  
AND HOME ECONOMICS  
STATE OF NEW YORK

Extension Service  
Warren Hall  
Ithaca, New York

WE:50:1

July 25, 1950

REVISION OF MAILING LIST  
FOR  
POULTRY AND EGGS

Federal regulations require an annual revision of mailing lists for publications sent out under the Government franking privilege. Your name is on the mailing list to receive POULTRY AND EGGS. If you wish to continue to receive this publication, please fill out the form below and return. (Please check name and address appearing on the back of this sheet and not any changes.) If no request is received by September 1, 1950, we shall assume that you no longer wish to receive this periodical.

Wendell Earle  
Extension Economist

-----  
PLEASE FILL OUT AND RETURN TO:

Mailing Room  
Roberts Hall,  
Cornell University  
Ithaca, New York.

Name \_\_\_\_\_

Street or post office box \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Use made of information of POULTRY AND EGGS \_\_\_\_\_

Comments or suggestions \_\_\_\_\_

-----  
U.S. DEPT. OF AGRICULTURE  
Extension Service  
Washington 25, D.C.

Penalty for private use  
to avoid payment of  
postage \$300

Official Business

N.Y. Form AE1 - 5/5/50 - 515  
Permit No. 1001

(This to appear on the reverse side of the above form)

TEXTBOOKS

A list of all textbooks which include a section or more on the marketing of milk and dairy products would be long. Many of the textbooks on the marketing of milk deal with some special phase of the industry such as pricing, regulations, producer cooperatives, and so on.

It is suggested that a check be made of the college library to determine what textbooks are available. A list of a few textbooks which refer to some phase of milk marketing in the title of the book follows:

Bartlett, Roland Willey. Cooperation in Marketing Dairy Products. Springfield, Ill., Charles C. Thomas, 1931.

Bartlett, Roland Willey. The Milk Industry. New York, Roland Press Co., 1946.

Bartlett, Roland Willey. The Price of Milk. Danville, Ill., Interstate Printers and Publishers, 1941.

Black, John D. The Dairy Industry and the AAA. Washington, Brookings Institution, 1935.

Cassels, John M. A Study of Fluid Milk Prices. Cambridge, Mass., Harvard University Press, 1937.

Cohen, Ruth L. The History of Milk Prices. London, Butler & Tanner, Ltd., February 1936.

Enock, Arthur Guy. This Milk Business. H. K. Lewis & Co. Ltd., 1943.

Erdman, Henry Ernest. The Marketing of Whole Milk. New York, Macmillan Co., 1921.

Heaps, Isaac Wallace. Twenty Years of Cooperative Milk Marketing in Baltimore. William C. Watkins, editor, (copyright 1938).

Jackson, Howard Campbell; Rupel I. Walker; and Vergerant, Glen Wallace. Dairying Problems in Production, Marketing and Management. J. B. Lippincott, 1938.

King, Clyde L. The Price of Milk. Philadelphia, J. C. Winston Co., 1920.

McFarland, Carl. Milk Marketing Under Federal Control. New York, Central Printing Co., 1946.

Montague, Theodore G. Is There a Milk Monopoly? 1939.

Morris, Charles G. What Should Be the Price of Milk? Olsen Publishing Co., Milwaukee, 1940.

Mortenson, W. P. Milk Distribution as a Public Utility. Chicago,  
University of Chicago Press.

Pearson, Frank A., and Vial, Edmund E. Prices of Dairy Products.  
Ithaca, N.Y., Cornell University Press, 1946.

Roadhouse, Chester Linwood, and Henderson, James Lloyd. The  
Market-Milk Industry. New York, McGraw-Hill Book Co., Inc., 1941.

Tinley, J. M. Public Regulation of Milk Marketing in California.  
Berkeley, Calif., University of California Press, 1938.

Tobey, James A. Federal and State Control of Milk Prices. Chicago,  
International Association of Milk Dealers, 1937.

Tobey, James A. Legal Aspects of Milk Sanitation. New York,  
Milk Industry Foundation, Chrysler Building, 1947.

PUBLICATIONS

Milk Producer Organizations

Many of the milk producer organizations publish reports to their members. Most of these are available without charge to workers at agricultural colleges. A few of these publications and the source of each are shown in the following list:

Monthly (unless noted)

- Dairy Co-op Bulletin. Dairy Co-op Assoc., 1313 SE Twelfth Avenue, Portland, Oreg.
- Dairymen's League News. 100 Park Avenue, New York, N.Y. (Bi-weekly)
- Dairymen's Price Reporter. 451 Century Building, Pittsburgh, Pa.
- Eastern Milk Producers. 403 Larned Building, Syracuse, N.Y.
- Inter-State Milk Producers Review. 401 North Broad Street, Philadelphia, Pa.
- Legislative Letter. National Milk Producers Federation, 1731 I Street, Washington 6, D. C.
- Land O'Lakes News. 2215 Kennedy Street, NE, Minneapolis, Minn.
- Milk Prices Paid to Producers Supplying Certain Evaporated Milk Plants. Illinois Milk Producers Assoc., 43 East Olin Street, Chicago, Ill.
- Milwaukee Milk Producer. 1633 North Thirteenth Street, Milwaukee 5, Wis.
- New England Dairymen. 51 Cornhill, Boston, Mass.
- News for Dairy Co-op. National Milk Producers Federation, Washington, D. C. (Weekly)
- Northern Farm News. 107 State Street, Montpelier, Vt.
- Pure Milk News of Chicagoland Dairy Farmers. 608 South Dearborn Street, Chicago, Ill.
- Our Milk. 142 Cambridge Street, Charlestown 29, Mass.
- Price Report. Natl Co-op Milk Producers Federation, Washington, D.C.
- Prices Reported Paid for 3.5 Percent Milk by Member Assoc., Illinois Milk Producers Assoc., 43 East Ohio Street, Chicago 11, Ill.
- The C.M.P.A. Bulletin. Connecticut Milk Producers Assoc., 990 Wethersfield Avenue, Hartford, Conn.
- The Metropolitan Milk Producers News. Room 118, Onondaga Hotel, Syracuse, N.Y.
- The Moos. United Milk Producers of New Jersey, 168 State Street, Trenton, N.J.
- Twin City Milk Producers Bulletin. St. Paul, Minn.

Dairy Industry Organizations

Some of the organizations of milk distributors and dairy product marketing organizations publish reports that are available to agricultural colleges. A few of these publications are listed below: (All are available without charge except one.)

- Bulletin. Colorado Dairy Products Assoc. Inc., 415 Chamber of Commerce Building, Denver, Colo. (Monthly)
- Certified Milk. American Assoc. of Medical Milk Commissions and Certified Milk Producers' Assoc. of America, 1265 Broadway, New York 1, N.Y. (Monthly)

Dairy Council Digests. National Dairy Council, 111 North Canal Street, Chicago 6, Ill. (6 times yearly)

Dairy Digest. Borden's, 350 Madison Avenue, New York, N.Y. (Monthly)

DPMA News. Dairy Products Marketing Assoc., Inc., 110 North Franklin Street, Chicago 6, Ill.

DPMA Weekly Letter. (Same as above.)

Member Letter. Illinois Dairy Products Assoc., Inc., 309 West Jackson Boulevard, Chicago, Ill.

Methods and Standards for the Production of Certified Milk. American Assoc. of Medical Milk Commissions, 1265 Broadway, New York 1, N.Y. (Annually)

Milk Industry News. Milk Industry Foundation, Rust Building, Washington, D. C. (Quarterly)

News Letter. New York State Milk Distributors, Inc., 74 Chapel Street, Albany, N.Y. (Monthly)

Nutrition News. National Dairy Council, 111 North Canal Street, Chicago, Ill. (Quarterly)

Sheffield News. Sheffield News, 524 West Fifty-seventh Street, New York 19, N.Y. (Bimonthly)

Washington News Letter. International Assoc. of Ice Cream Manufacturers, 1105 Barr Building, Washington 6, D.C. (Monthly)

#### Trade Journals

Many of the dairy industry trade journals are on file in the libraries of agricultural colleges. Some are also obtained by specialists or their departments.

The guides that may be found useful in checking on the availability of trade journals are:

1. Directory of Newspapers and Periodicals, by N. W. Ayer & Son, Inc., Philadelphia, Pa. \$25 per copy.
2. Standard Rate and Data Service, by Standard Rate and Data Service, Inc., 333 North Michigan Avenue, Chicago 1, Ill. \$1 per copy.

A list of several trade journals relating to the dairy industry are shown below:

American Butter and Cheese Review. The Urner-Barry Co., 92 Warren Street, New York 7, N.Y. (Monthly)

American Milk Review. (Same as above)

Cheese Reporter. Newcomer & Linder, 610 Monroe Street, Sheboygan Falls, Wis. (Weekly)

Creamery Journal. Buttermakers Publishing Co., 910 Waterloo Building, Waterloo, Iowa. (Monthly)

Dairy Farmers' Digest. Digest Publishing Co., 69-71 Eggert Avenue, Netuchen, N.J.

Dairyland News. Dairyland News, Inc., 215 West Washington Avenue, Madison 3, Wis.

Dairyman's Journal. Popkess Publishing Co., 1750 State Street, East St. Louis, Ill.

- Dairy Record. Dairy Record Publishing Co., 391 Minnesota Street, St. Paul, Minn.
- Dairy World. Dearborn Trade Journal Co., Inc., 608 South Dearborn Street, Chicago 5, Ill.
- Hoard's Dairymen. W. D. Hoard & Sons Co., Fort Atkinson, Wis.
- Journal of Dairy Science. American Dairy Science Assoc., Columbus, Ohio.
- Journal of Milk and Food Technology. International Assoc. of Milk Sanitarians, 374 Broadway, Albany, N.Y. (Subscription office - 29 North Day Street, Orange, N.J.)
- Milk Plant Monthly. National Milk Publishing Co. Inc., 327 North LaSalle Street, Chicago, Ill.
- National Butter & Cheese Journal. Olsen Publishing Co., 1445 North Fifth Street, Milwaukee 12, Wis.
- Pacific Dairy Review. Robert E. Jones, 593 Market Street, San Francisco 5, Calif.
- Produce Packer. Packer Publishing Co., Second and Delaware Streets, Kansas City 6, Mo.
- Southern Dairy Products Journal. Fred H. Sorrell, 101 Marietta Street Building, Atlanta 3, Ga.
- Ice Cream Review. Olsen Publishing Co., 1445 North Fifth Street, Milwaukee, Wis.
- Ice Cream Trade Journal. Trade Paper Division of the Reuben H. Donnelly Corp., N.Y.
- The Milk Dealer. Olsen Publishing Co., 1445 North Fifth Street, Milwaukee, Wis.
- Western Dairy Journal. Nelson R. Crow, 4511 Produce Plaza, Los Angeles 11, Calif.

National trade associations

- |            |  |
|------------|--|
| Fluid milk | - Milk Industry Foundation<br>Mr. Benjamin F. Castle, Executive Director<br>1001 Fifteenth Street NW.<br>Washington 5, D. C.             |
| Ice Cream  | - International Association of Ice Cream Manufacturers<br>Mr. Robert C. Hibben, Executive Secretary<br>Barr Building, Washington 6, D.C. |
| Butter     | - American Butter Institute<br>Mr. Russel Fifer, Executive Secretary<br>110 North Franklin Street<br>Chicago 6, Ill.                     |
| Cheese     | - National Cheese Institute<br>Dr. Edwin V. Gaumnitz, Executive Secretary<br>110 North Franklin Street<br>Chicago 6, Ill.                |

Evaporated milk

- Evaporated Milk Association  
Dr. Frank E. Rice, Executive Secretary  
307 North Michigan Avenue  
Chicago, Ill.

Dry milk

- American Dry Milk Institute, Inc.  
Dr. B. W. Fairbanks, Director  
221 North LaSalle Street  
Chicago 1, Ill.

In addition to the foregoing national associations there are a number of associations in specialized fields of dairying. Affiliated with these in interest are regional, State, and local organizations. A list of a few of these additional associations follows:

American Association of Medical Milk Commissions, 1265 Broadway,  
New York, N.Y.

American Dairy Association, 20 North Wacker Drive, Chicago 6, Ill.

American Dairy Science Association, Columbus, Ohio

Certified Milk Producers' Association of America, 1265 Broadway,  
New York 1, N.Y.

Dairy Industries Society, International, 1426 G Street NW.,  
Washington 5, D. C.

Dairy Industry Committee, Barr Building, Washington 6, D. C.

Dairy Products Improvement Institute, Inc., Liberty Bank Building,  
Buffalo 2, N.Y.

Dairy Products Marketing Association, Inc., Chicago Mercantile  
Exchange Building, 110 North Franklin Street, Chicago 6, Ill.

General Milk Sales, Inc., 19 Rector Street, New York 6, N.Y.

(Primarily engages in selling evaporated milk and sweetened  
condensed milk in foreign countries.)

International Association of Milk Control Agencies, Division of  
Milk Control, Department of Agriculture and Markets, State  
Office Building, Albany 1, N.Y.

Milk and Ice Cream Institute, Keith Building, Cleveland 15, Ohio

Milk Sugar Institute, Inc., 50 East Forty-first Street, New York 17, N.Y.

National Association of Dairy Equipment Manufacturers,  
927 Fifteenth Street NW., Washington 5, D.C.

National Creameries Association, New York Building, St. Paul 1, Minn.

National Dairy Council, 111 North Canal Street, Chicago 6, Ill.

National Ice Cream Mix Association, Inc., 1406 G Street NW.,  
Washington 5, D. C.

National Poultry, Butter, and Egg Association, 110 North Franklin  
Street, Chicago 6, Ill.

Costs - distribution of milk  
Costs - living  
Costs - marketing other than milk and general  
Costs and returns in dairy farming  
Cottonseed  
Country and city milk plants  
Cream and buttermilk  
Dairy arithmetic  
Dairy strikes  
Problems of distributor - plant location and operation  
Problems of distributor - supply of milk  
Dry skim milk and dry whole milk - condensed, evaporated,  
powdered, etc.  
Farm Credit  
Farm Labor  
Forecasting milk supply  
Foreign milk industry  
Foreign trade in dairy products  
Freight rates  
Future trading  
Governmental milk programs - purchases, etc.  
Grading farm products  
Handling and merchandising perishable farm products  
History of milk marketing and agriculture  
Manufactured dairy products, prices, production, storage  
Marketing research  
Marketing systems of fluid milk and cream  
Marketing systems for manufacturing dairy products  
Marketing trips  
Milk production and disposition - United States  
Oleomargarine  
Outlook for dairy industry  
Packaging of farm products  
Pasteurization of milk  
Population - general  
Prices by formulas  
Producer distribution of milk  
Quality milk programs  
Regulations of the sale of milk - cities  
Regulations of the sale of milk - state  
Regulations of the sale of milk - U.S.  
Regulations of the sale of milk - foreign  
Roadside markets  
Seasonality problems  
Surplus milk  
Support prices - subsidies, dairy production payments, etc.  
Utilization of milk in U.S. and world

## FILING SYSTEM FOR AGRICULTURAL PUBLICATIONS

In practically every marketing extension specialist office, one can find a number of bulletins, circulars, pamphlets, and mimeographed reports from one's agricultural college, other colleges, the Federal Government, and elsewhere. The matter of filing these publications so that they may be readily located is sometimes a problem.

The following two publications suggest a procedure for filing publications having a serial number:

Filing Agricultural Bulletins, A. E. 535, by G. P. Scoville, mimeo., 63 pp., November 1945, Dept. of Agr. Econ., N.Y. State College of Agr., Cornell University, Ithaca, N.Y.

Filing Agricultural Publications, by M. Henderson, H. J. Rucher, and W. H. Witt, printed, 16 pp., August 1949, Vocational Agr. Service, University of Illinois, Urbana, Ill.

With either of the filing systems that are explained in the foregoing reports, a list of topics under which dairy-marketing publications may be filed will be needed. The second reference provides for having all topics relating to the same general subject in one group. It is considered advantageous to have all references to milk marketing in one section of the filing system. Other sections may be used for keeping a record of references to topics on livestock marketing, poultry and egg marketing, fruit and vegetable marketing, dairy farm management, food economics, and other groups which may be desired.

A topical outline for filing numbered dairy-marketing publications follows:

Accounting	Forecasting milk supply.
Bibliography	Foreign trade
Butterfat prices and tests	Grading cream, butter, and dairy products
Butter, ice cream, and honey cream	Income from dairying
Buttermilk and cream	Judging dairy products
Buying plans	Market margins - dairy
Cheese	Marketing Systems
Consumption	Milk markets
Cooperative marketing	Oleomargarine
Costs of distribution	Outlook
Costs of production	Packaging
Country and city milk plants	Pasteurization
Crop and market reports	Population
Importance of Dairy industry	Prices - dairy products
Dairy arithmetic	Pricing by formulas
Dealers of milk plants	Prices by markets or regions
Division of milk control	Prices under ceilings, supports, etc.
Dry skim and whole milk	Pricing procedure
Efficiencies	Producer distribution of milk
Evaporated and condensed milk	Production Inputs and outputs
Food value of dairy products	

Quality milk and sanitary codes	Strikes
Rations fed milk cows	Storage
Regulations - foreign	Supply price relationships
Regulations - U.S.	Surplus plans
Replacements, cycles, etc.	Tests
Returns from different uses	Transportation
Seasonality problems	Statistics - other than N.Y.
Statistics - N.Y.	

The advantage of having all references to one milk-marketing topic may be illustrated by assuming that a review was being made of publications on file which relate to foreign trade in milk and dairy products. This file might include:

U.S. Department of Commerce, Washington, D.C.

- No. 31 - International Trade in Butter and Cheese, 1926, by  
M. A. Wulfrat  
No. 57 - International Trade in Concentrated Milk, 1928, by  
R. S. Hollingshead and H. T. Williamson.

N.Y. State Agricultural Experiment Station, Ithaca, N.Y.

- A. E. 351 - Britain's Needs for American Dairy Products and How to Meet Them, June 1941, by Leland Spencer and Herbert Kling.  
A. E. 431 - Shipments of United States Dairy Products to the Allied Nations, May 1949, by Leland Spencer.

Publications which have no serial number do not lend themselves to a filing system as referred to above. This type of literature may be filed in manila folders. Many of these folders will be the same as the topical outline for publications with a serial number. Suggested headings for a few manila folders which may be useful are:

Accounting for creameries and milk plants  
Advertising - milk, etc.  
Air transportation  
Bottles for milk  
Butter, ice cream, and honey cream  
Butterfat prices and tests  
Buying plans for milk  
Canned milk  
Cash receipts from farm marketings  
Census of agriculture  
Cheese  
Cheese exchanges  
Chemurgic uses of farm products - alcohol, etc.  
College dairy commodity committee  
Composition of milk and other foods (food value of milk)  
Consumption (demand) of milk and dairy products  
Conversion tables  
Cooperative marketing of milk and dairy products

SOURCES OF DATA ON THE PRODUCTION AND MARKETING OF  
MILK AND DAIRY PRODUCTS BY SOURCE AND FREQUENCY OF  
PUBLICATION\*

In a previous section of this report reference was made to different publications which announce the availability of periodic reports relating to dairy marketing. Along with those on dairy marketing are those which relate to other subjects.

A convenient system for keeping a record of the dairy marketing reports being received is by the use of an index card. A suggested 3-by-5 inch card is shown below:

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PERIODIC REPORTS

Name	<hr/>		
Editor	<hr/>		
Source	<hr/>		
Issued	<hr/>	Cost	<hr/>
Library call no.	<hr/>		
Library holdings	<hr/>		
Disposal	<hr/>		
	<hr/>		

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This card provides for several items of information relating to each report. One especially useful item is the library call number for the report. This shows whether or not the report is on file in the library and saves time in getting back issues of reports which are not kept in the extension specialist's office.

Duplicate copies of these index cards permit the keeping of one record in alphabetical order and another by the source of the report. In requesting reports from a particular source, it is helpful to have a record of all reports on one subject.

A list of dairy production and marketing reports by source and frequency of publication follows:

Bureau of Agricultural Economics

Every 5 Years

1. Farm Production, Disposition, and Income from Milk, 1940-44, Revised estimates, 1940-44, 12 pp., April 1947

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\* All sources are in the U.S. Department of Agriculture, Washington 25, D.C., unless otherwise noted.

Annual

2. Agricultural Outlook Charts
3. Agricultural Statistics
4. Consumption of Fluid Milk and Cream in Northeastern Marketing Area
5. Farm Production, Disposition, and Income from Milk
6. Interstate Movement of Dairy Cattle in Northeastern States
7. Livestock on Farms, January 1
8. Milk Production of Farms and Statistics of Dairy Plant Products
9. Production of Manufactured Dairy Products
10. Rations Fed to Milk Cows
11. Summary of American Cheese Warehouse Statistics

Irregular

12. Cash Receipts From Farming, by States and Commodities, calendar years, 1924-44
13. Changes in the Dairy Industry, U.S., 1920-50
14. Consumption of Food in the United States, 1909-48, Misc. Pub. 691, August 1949
15. Farm Production, Disposition, and Income from Milk 1924-40, by States, May 1941
16. Income Parity for Agriculture: Part I - Farm Income: Section 17 - Income From Dairy Products, 1909 - 42, September 1943
17. Index Numbers of Livestock and Poultry on Farms and Ranches, January 1, 1867-1948 and Animal Units of Livestock Fed Annually, 1930-48, p. 9, November 1948
18. Index Numbers of Prices Paid by Farmers for Commodities, 1910-35, June 1935
19. Index Numbers of Prices Received by Farmers, 1910-48, February 1949
20. Livestock on Farms, Jan. 1, 1867-1935, Revised Estimate Number, Value per Head Total Value, by States and Divisions, January 1938
21. Monthly Milk Production on Farms, Selected States, 1930-46, July 1948
22. Number of Milk Cows on Farms, June 1935-49, August 1949
23. Oleomargarine - Statistics and Production, Materials Used in Manufacture, Consumption, Trade, and Prices. August 1936
24. Production and Consumption of Manufactured Dairy Products, USDA Tech. Bul. 722
25. Wholesale Prices Received by Farmers for Whole Milk, 1909-36, February 1937
26. World Production and International Trade in Butter and Cheese, May 1939

Quarterly

27. Stocks of Evaporated and Condensed Milk Held by Wholesale Grocers
28. The National Food Situation

Eight Times a Year

29. Milk Production (included with crop production in December, January, February, and March)
30. The Dairy Situation

Monthly

31. Agricultural Prices
32. Crop Production
33. Dry Casein
34. Evaporated, Condensed, and Dry Milk Report
35. Farm Labor
36. Fluid Milk and Cream Report
37. Statistical Summary
38. The Agricultural Outlook Digest
39. The Agricultural Situation
40. The Demand and Price Situation
41. The Farm Income Situation
42. The Fats and Oils Situation
43. The Marketing and Transportation Situation

Bureau of Agricultural Economics - Chicago, Ill.

44. Creamery Butter and American Cheese Production Estimates (monthly)
45. Ice Cream Production (monthly)
46. Milk Prices Paid at Creameries and Cheese Factories (monthly)
47. Weekly American Cheese Production Report (weekly)
48. Weekly American Cheese Warehouse Statistics Report (weekly)
49. Weekly Creamery Butter Production (weekly)

Commodity Exchange Authority

50. Commodity Futures Statistics (annual)
51. Monthly Summary of Commodity Future Statistics (monthly)

Farm Credit Administration

52. News for Farmer Cooperatives (monthly)

Office of Foreign Agricultural Relations

Annual

53. U.S. Foreign Trade in Agricultural Products (by commodity and by country, annual fiscal year)
54. U.S. Foreign Trade in Agricultural Trade in Agricultural Products, Calendar Year
55. U.S. Foreign Trade in Agricultural Products (fiscal year by commodity and by countries)
56. U.S. Foreign Trade in Agricultural Products (fiscal year with comparisons)

Quarterly

57. Foreign Agricultural Circular - Milk Production and Utilization in Principal Producing Countries
58. Foreign Agricultural Circular - World Output of Dairy Products

Monthly

59. Foreign Agriculture Trade - U.S. Foreign Trade in Agriculture Products, Monthly Summary with Comparisons
60. Foreign Agriculture

Weekly

61. Foreign Crops and Markets

PRODUCTION AND MARKETING ADMINISTRATION

Commodity Credit Corporation

62. Charts - Providing a Graphic Summary of Operations, 1933-June 30, 19\_\_\_\_ (annual)
63. Deliveries to Export Programs, As Invoiced, 1949, by Commodity, Destination and 6-month Periods (annual)
64. Deliveries to Export Programs, Invoiced During Fiscal Years 1941-50 Through December 1949, (irregular)
65. Report of Financial Condition and Operations (annual)

Dairy Branch-Market Administrator, 205 East Forty-Second Street  
New York 17, N.Y.\*

Irregular

66. Compilation of Statistical Material Covering Order No. 27
67. The Market Administrator's Bulletin

Monthly

68. Announcement of Minimum Class Prices and Butterfat Differential Pursuant to Section 927.5 (g)(2)
69. Announcement of Prices
70. Announcement of Uniform Price
71. In Accordance With Section 927.7 (b), etc.
72. Publication of Plants and Operators at Which Milk, etc.
73. Uniform Price for (month) Milk Amounted to \$\_\_\_\_\_

Dairy and Poultry Market News Service

Annual

74. Dairy and Poultry Market Statistics
75. Total Rail and Truck Receipts of Butter by Months and By States (several markets)
76. Total Rail and Truck Receipts of Cheese by Months and by States (several markets)
77. Total Rail and Truck Receipts of Cream by Months and by States (several markets)
78. Total Rail and Truck Receipts of Milk and Condensed Milk (fresh) by Months and by States (several markets)

\* Information about the reports issued in other Federal Order milk markets may be obtained from the respective Milk Market Administrators.

Monthly

79. Monthly Domestic Dairy Markets Review
80. Statistical Supplement to Monthly Domestic Dairy Markets Review
81. Cold Storage Movement and Prices (butter and eggs)
82. Origin of Receipts at (city) by States
83. Monthly Cold Storage Report - Total U.S. Stocks, N.Y.
84. Weekly Dairy Markets Review (weekly)
85. Weekly Milk and Cream Market Report (weekly)
86. Daily Market Report (daily)

Transportation and Warehousing Branch

87. Cold Storage Report (monthly)
88. Margarine Production (monthly)

From No Particular Branch of PMA

89. Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products, August 1947 (irregular)
90. Survey of Cold Storage Space (irregular)

Purchase Reports

Irregular

91. American Cheddar Cheese Grade A
92. Dry Nonfat Solids - Roller Process
93. Milk, Dry Nonfat Solids
94. Milk, Fluid Evaporated
95. Salted Creamery Butter

Sales Reports

Irregular

96. All Products
97. American Cheddar Cheese
98. Butter (Creamery Bulk)
99. Butter (Salted Creamery)
100. Butter (Salvage Waste)
101. Nonfat Dry Milk, Roller
102. Nonfat Dry Milk, Spray (Animal Feed)

Bureau of the Census, U.S. Department of Commerce  
Washington 25, D.C.

Irregular

103. Concentrated Milk - Census of Manufacturers, 1947 (Series MC61A-4)
104. Creamery Butter - Census of Manufacturers, 1947 (Series MC61A-1)
105. Historical Statistics of the U.S., 1789-1945 - A Supplement to the Statistical Abstract of the U.S.
106. Ice Cream and Ices - Census of Manufacturers, 1947 (Series MC61A-2)
107. Natural Cheese - Census of Manufacturers, 1947 (Series MC61A-3)

Each 5 Years

108. Ranking Agricultural Countries  
109. Cows Milked and Dairy Products

Annual

110. Statistical Abstract of the United States  
111. Summary of Foreign Commerce of the United States  
112. U.S. Exports of Domestic and Foreign Merchandise, Commodity by Country  
113. U.S. Imports of Merchandise for Consumption, Commodity by Country  
of Origin, Report No. FT-110

Monthly

114. Foreign Trade Statistics Notes  
115. Monthly Summary of Foreign Commerce of the U.S.  
116. U.S. Exports of Domestic and Foreign Merchandise, Commodity by  
Country of Destination  
117. U.S. Imports of Merchandise for Consumption

Bureau of Foreign and Domestic Commerce

118. Survey of Current Business (annual, monthly, and weekly)

Bureau of Labor Statistics, U.S. Department of Labor,  
Washington 25, D. C.

Irregular

119. Commodities Included in the Wholesale Price Index  
120. Retail Food Prices in Large Cities, by Groups, 1935-May 1949  
(1935-39=100)  
121. Retail Prices of Food, 1949, Bul. 965.  
122. Wholesale Prices, 1947, Including Index Numbers of 900 Different  
Commodities, Bul. 947  
123. Consumers' Price Index (1935-39=100), for Moderate Income Families  
in Large Cities, Selected Months 1931-40, Monthly 1941-48

Annual

124. Retail Food Prices by Cities

Monthly

125. Union Wage Scales in the Building Trades  
126. Urban Building Authorized  
127. Average Wholesale Prices and Index Numbers of Individual Commodities  
128. Construction - Housing, Prices, Volume, Employment, Wages  
129. Construction Activity  
130. Consumers' Price Index and Retail Food Prices  
131. Employment and Payrolls - Detailed Report  
132. Employment Release  
133. Home Building Activity  
134. Hours and Earnings  
135. Index Numbers of Wholesale Prices by Groups and Subgroups of Commodities  
136. New Home Building  
137. Retail Food Prices by Cities

Weekly

138. Prices for Week Ended  
139. Weekly Earnings of Manufacturing

State Departments of Agricultural Economics,  
Agricultural Experiment Stations

Annual

140. Developments in the Dairy Industry - U.S. and Minnesota (Handbook and Digest for Agricultural Extension Workers and Other Leaders in the Dairy Industry) (Minnesota)  
141. 1950 Agricultural and Economic Handbook (New York)

Monthly

142. Classification and Prices of Milk Under New York Orders (New York)  
143. Dairy Marketing (Connecticut)  
144. Dairy Marketing Letter (Vermont)  
145. Facts and Figures for Ohio Farmers (Ohio)  
146. Milk Market News (New York)  
147. Chart a Month (Illinois)  
148. The Market Review of Peep and Moo (Virginia)  
149. Preliminary Index of Costs in Dairy Farming in New York (New York)  
150. The Wethervane (Massachusetts)

State Departments of Agriculture and Divisions of Milk Control  
New York State Department of Agriculture and Markets, Albany, New York\*

Bureau of Markets

151. Daily Market Report - Dairy Products, Rabbits, Calves, Calfskins, and Eggs (daily)

Bureau of Statistics

Irregular (I) and Annual (A)

152. Statistics Relative to the Dairy Industry, 1945-47, Agr. Bul. 369, July 1948 (I)  
153. Cold Storage Holdings in New York 1919-49 (I)  
154. Statistics Relative to American Cheese Production in New York State (A)  
155. Statistics Relative to the Dairy Industry in New York State (A)

Monthly

156. Holdings in Cold Storage Warehouses in New York State  
157. Holdings in Cold Storage Warehouses in New York City  
158. New York Agricultural Price Report  
159. New York Dairy Farm Report

Division of Milk Control

160. Milk Price Report (monthly)

\* Publications issued in different States are not the same as those shown for New York but much of the same information is available in most of the States

Niagara Frontier Milk Marketing Administrator  
330 Walbridge Building, Buffalo, N.Y.

161. Annual Statistical Report (annual)

Monthly

162. Announcement of Uniform Price  
163. Classes and Base Prices and Butterfat Differential  
164. Class I and II-A Prices

Rochester Milk Marketing Administrator  
1215 Temple Building, Rochester 4, N.Y.

165. Annual Statistical Report (annual)

Monthly

166. Announcement of Uniform Price  
167. Classes and Base Prices and Butterfat Differential  
168. Class I and II-A Prices  
169. Class I Sales and Butterfat Test

Dominion Department of Agriculture, Ottawa, Canada

170. Dairy News Letter (monthly)

N. Y. State Department of Labor, Albany, N.Y.

171. Labor Market Review

PROCEDURE FOR KEEPING DAIRY AND ECONOMIC DATA UP-TO-DATE  
PUBLICATIONS CONTAINING THE STATISTICS

Many of the same data on the production and marketing of milk and dairy products are available in several publications. The publication which first contains a dairy statistic is one to be used in keeping a dairy statistics notebook up-to-date.

A list of publications, along with the number of data taken from each by one extension specialist, follows:

Periodic Reports Containing  
Latest Dairy and General Economic Data

(Publishing address given if other than Washington, D.C.)

	Title of Report and Source	Number of Statistics
- A -		
1	Agricultural Prices, B.A.E.	86
2	Announcement of Class I Price, Mkt. Adm., Boston, Mass.	2
3	Announcement of Minimum Class Prices and Butterfat Differential Pursuant to Section 927.5 (g), Mkt. Adm., N.Y., N.Y.	4
4	Announcement of Prices, Mkt. Adm., N.Y., N.Y.	5
5	Announcement of Uniform Price, Mkt. Adm., Buffalo, N.Y.	6
6	Announcement of Uniform Price, Mkt. Adm., N.Y., N.Y.	16
7	Announcement of Uniform Price, Mkt. Adm., Rochester, N.Y.	8
- C -		
8	Classification and Prices of Milk Under the New York Orders, Dr. Leland Spencer, Cornell University, Ithaca, N.Y.	2
9	Class I and II-A Prices, Mkt. Adm., Buffalo, N.Y.	4
10	Class I and II-A Prices, Mkt. Adm., Rochester, N.Y.	4
11	Cold Storage Report, Transportation and Warehousing Branch, PMA	33
12	Computation of Class II Prices, Mkt. Adm., Boston, Mass.	1
13	Construction Activity, U.S. Dept. of Labor	4
14	Consumers' Price Index and Retail Food Prices, U.S. Dept. of Labor	25
15	Creamery Butter and Cheese Production Estimates, BAE, Chicago, Ill.	74
16	Crop Production, Crop Reporting Board, B.A.E.	70
- D -		
17	Dairy Market Report (Butter, Cheese, Eggs & Poultry), P.M.A., Boston	8
18	Dairy News Letter, Mkt. Service, Dept. of Agr., Ottawa, Canada	4
19	Dairymen's League Pres. Letter to Members	1
20	Dry Casein, B.A.E.	4
- E -		
21	Employment Release, U.S. Dept. of Labor	1
22	Employment and Pay Rolls, U.S. Dept. of Labor	3
23	Evaporated, condensed and Dry Milk Report, B.A.E.	58

	Title of Report and Source	Number of Statistics
24	Farm Labor, B.A.E.	2-6
25	Fluid Milk and Cream Report, B.A.E.	50
26	Foreign Agriculture Cir. - Milk Production and Utilization in Principal Producing Counties	96
27	Foreign Agriculture Cir. - World Output of Dairy Products	51
	- H -	
28	Holdings in Cold Storage Warehouses, N.Y.C., Albany N.Y.	8
29	Holdings in Cold Storage Warehouses, N.Y.C., Albany, N.Y.	8
30	Housing Series Release, U.S. Dept. of Labor	1
	- I -	
31	Ice Cream Production, B.A.E., Chicago, Ill.	5
32	Index Numbers of Wholesale Prices by Groups and Sub-groups of Commodities, B.L.S., U.S. Dept. of Labor	12
	- L -	
33	Labor Market Review, Dept. of Labor, New York, N.Y.	10
	- M -	
34	Margarine Production, Transp. and Warehouse Br., P.M.A.	12
35	Milk Prices Paid at Creameries and Cheese Factories, B.A.E., Chicago, Ill.	9
36	Milk Price Report, Div. of Milk Control, N.Y.S. Dept. of Agr. and Mkts., Albany, N.Y.	
37	Milk Production, B.A.E., U.S.D.A.	
38	Milk Receipts, No. of Producers and Value of Milk, Mkt. Adm., Boston, Mass.	
39	Monthly Statistical Report - Receipts and Utilization of Milk Mkt. Adm., Boston, Mass.	3
40	Monthly Summary of Commodity Futures Statistics, C.E.A.	3-6
41	Monthly Summary of Foreign Commerce of the United States	4
	- N -	
42	New York Agricultural Price Report, Bureau of Statistics, N.Y. State Dept. of Agr. and Mkts., Albany, N.Y.	7
43	New York Dairy Farm Report, Bur. of Stat., N.Y. State Dept. of Agr. and Mkts., Albany, N.Y.	
	- O -	
44	Official Order No. 41 Announcement of Blended Price, Mkt. Adm., Chicago, Ill.	1
45	Official Order No. 41 Announcement for Class I, and II, Mkt. Adm., Chicago, Ill.	1
46	Origin of Receipts at Chicago, Dairy and Poultry Mkt. News Service, PMA	6
47	Origin of Receipts at N.Y., Dairy and Poultry Mkt. News Serv., PMA	14
	- P -	
48	Prices, Market Adm., Boston, Mass.	1
49	Prices for Week Ended, B.L.S., U.S. Dept. of Labor	12
	- R -	
50	Report of Financial Condition and Operation, Com. Credit Corp., PMA	
51	Retail Food Prices by Cities, U.S.D.L., Bur. Labor Stat.	10

	Title of Report and Source	Number of Statistics
- S -		
52	Statistical Summary with Price Computations, Mkt. Adm., Chicago, Ill.	3
53	Statistical Supplement to Monthly Domestic Dairy Markets Review, Dairy and Poultry Mkt. News Service, PMA	47
54	Stocks of Evaporated and Condensed Milk Held by Wholesale Grocers, BAE, U.S.D.A.	2
- T -		
55	The Dairy Situations, BAE	
56	The Farm Income Situation, BAE	17
57	The Market Administrator's Bulletin, 205 E. 42nd St., N.Y., N.Y.	18
58	The Marketing and Transportation Situation, BAE	6
59	Total Receipts at N.Y. Metropolitan Area, Dairy and Poultry Mkt. News Service, PMA., N.Y., N.Y.	43
- U -		
60	Uniform Price Announced for Milk, Mkt. Adm., N.Y.	3
61	United States Exports of Domestic and Foreign Merchandise	20-27
62	United States Imports of Merchandise for Consumption	25-42
63	Urban Building Authorized	3

TOTAL 963 - 1056

The foregoing list of publications includes those of a general nature as well as those relating specifically to dairy marketing. More reports are listed than most specialists will be interested in keeping. An attempt has been made to include all those which first report a particular statistic of interest to dairy marketing specialists.

#### How to Remember What Data are Being Kept Up-to-Date

When current figures for a large number of items relating to marketing of milk and dairy products are being tabulated as they become available, it is sometimes difficult to remember from one report to the next just which ones are being followed. A check mark (✓) placed after the figures for the items being tabulated will act as a reference.

Frequently, current reports contain revised figures. So that the record may be accurate all these revised figures should be corrected on the Tabulation sheet.

#### TABULATING PAPER

There are many different sizes and styles of columnar paper which may be used for tabulating current economic and dairy data. It is thought desirable that this paper be of such a nature that it may be easily filed. A size that can be kept in a standard two-or-three-ring notebook is recommended. A sample copy of tabulating paper is shown on the next page. The good features of this paper are:

1. Fits a looseleaf notebook which can be fitted with index guides.
2. Has 14 vertical columns which will provide for year, each of the 12 months, and annual average or total.
3. Space between the horizontal lines is the same as used by single spacer on most typewriters.
4. Has over 52 horizontal lines so that data by weeks may be posted.

#### FILING TABULATION SHEETS

A system for keeping the tabulation sheets organized so that quick reference may be made to them is essential. Notebooks that are adequately fitted with guides may be used. The notations on the guides used to separate the tabulating sheets will depend upon the data being kept. It is suggested that at least three sets of guides having tabs of different width and/or color be used.

The general suggestions to keep in mind in preparing headings for guide tabs in organization of the tabulation sheets are:

1. Group all similar data into a major division; for example, manufactured dairy products which would include butter, casein, cheese, condensed and dried milk, etc.
2. Group all data relating to the same commodity; for example, for butter include those on cold storage, foreign trade, prices, production, etc.
3. Make subgroups of data that may be numerous for a group mentioned; for example, prices may be divided into farm prices, retail prices, and wholesale prices.

Suggested heading for groups and sub groups of dairy and economic tabulation sheets follows. The numbers following each subgroup indicate the publication from which it is taken. (See pages 23-29.)

SUGGESTED HEADINGS FOR MAJOR AND MINOR DIVISIONS OF DATA

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All, N.Y. and U.S. 31, 35  
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Other private 118, 129  
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Industrial  
Total 118  
Manufactures 118  
Durable 118  
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Production

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- Salad dressing & shortening
  - Consumption
  - Prices 123
  - Supply and distribution
  - Soybean
  - Prices
  - Production
  - Spearmint prices
  - Tallow prices
  - Tung and wormseed prices
4. COSTS IN FARMING
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  - Living commodities 31
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  - Groups, 1910-14=100 31
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  - Farm machinery 31
  - Farm supplies 31
  - Feed
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  - Disposal of calves 159
  - Dry and milking 159
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  - Freshenings 159
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